

COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

SECOND REPORT FOR JUNE 1979

	EVENING 7:00-11:00 PM												
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Variety(1)	Feature Films	AN 25- 30 Min.	AN 55- 60 Min.	7:00- 9:00 PM	9:00- 11:00 PM(2)	AN 7:00-11:00 PM		
											Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS†	13.8 11	14.8 9	15.6 28	14.7 3	IFR	13.8 7	15.7 25	14.2 33	13.1 30	14.9 38	14.3 68	10.3 6	14.1 74

	EVENING 6:00-7:00PM		MONDAY-FRIDAY 11:30-1:00AM		WEEKDAY DAYTIME 10:00AM-4:30PM					WEEKEND DAYTIME			
	Informational(1)				Quiz & Aud. Partic.(1)	Situation Comedy	10:00AM- 1:00PM	1:00- 4:30PM	10:00AM- 4:30PM	Child- dren's(1)	Sports		
	Once-a-Week	Multi-weekly	11:30PM- 1:00AM(4)	Daytime Drama							Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS†	7.0 5	10.2 3	6.2 12	7.4 13	5.2 11	6.3 3	5.5 16	7.4 12	6.6 28	4.3 36	5.8 6	5.8 5	5.8 11

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.
(2) INCLUDES 8:30-9:30PM AND 8:30-10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.
(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

† PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JUNE 24, 1979

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	THREE'S COMPANY	24.4	18,180	9	LOU GRANT	19.4	14,450
2	JEFFERSONS#	22.7	16,910	9	60 MINUTES	19.4	14,450
3	WKRP IN CINCINNATI#	22.5	16,760	11	ALICE	19.0	14,160
4	TAXI	21.3	15,870	11	ALL IN THE FAMILY	19.0	14,160
5	M*A*S*H	21.0	15,650	13	HAPPY DAYS	18.6	13,860
6	BARNABY JONES	20.5	15,270	14	CHARLIE'S ANGELS	18.5	13,780
7	MORK & MINDY	20.1	14,970	14	ONE DAY AT A TIME	18.5	13,780
8	LAVERNE AND SHIRLEY#	19.5	14,530				

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PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND JUNE 1979 REPORT

PROGRAM NAME										PROGRAM NAME									
WK # DAY START TIME DUR NET TYPE										WK # DAY START TIME DUR NET TYPE									
T/C THIS SEASON										T/C THIS SEASON									
NO. OF STATIONS										NO. OF STATIONS									
PROGRAM COVERAGE										PROGRAM COVERAGE									
HOUSEHOLD AUDIENCES										HOUSEHOLD AUDIENCES									
K E Y										K E Y									
AVG. AUD. % SHARE % (0,000)										AVG. AUD. % SHARE % (0,000)									
WK 1 WK 2 WK 1 WK 2										WK 1 WK 2 WK 1 WK 2									
EVENING CONT'D										NBC NEWS SPECIAL REPORT(S)									
HARDY BOYS MYSTERIES 1										1 SUN. 10.00P 60 NBC DN									
2 SUN. 7.00P 60 ABC SM										A 10.5 20 782									
HAWAII FIVE-O 27										NBC NEWS UPDATE-M-F 176									
THU. 9.00P 60 CBS OP										M-F 8.58P 1 NBC N									
HELLO, LARRY 14										NBC NEWS UPDATE-SAT. 35									
2 FRI. 8.30P 30 NBC CS										SAT. 8.58P 1 NBC N									
HIZZONNER 5										NBC NEWS UPDATE-SUN. 32									
1 THU. 8.00P 30 NBC CS										1 SUN. 9.08P 1 NBC N									
INCREDIBLE HULK 14										2 SUN. 9.06P 1									
FRI. 8.00P 60 CBS SF										NBC NIGHTLY NEWS-SAT. 32									
INNOCENT AND THE DAMNED 4										SAT. 6.30P 30 NBC N									
1 THU. 10.00P 53 NBC GD										NBC NIGHTLY NEWS-SUN. 27									
2 THU. 10.00P 60										SUN. 6.30P 30 NBC N									
JEFFERSONS 9										NBC NIGHTLY NEWS 179									
WED. 8.00P 30 CBS CS										M-F 6.30P 30 NBC N									
JEFFERSONS 1										NBC WED. NIGHT MOVIES 3									
2 SUN. 9.30P 30 CBS CS										WED. 9.00P 120 NBC FF									
JULIE FARR, M.D. 2										NEWSBREAK-M-F 189									
TUE. 10.00P 60 ABC GD										1 MTHF 8.58P 1 CBS N									
										1 TUE. 9.04P 1									

LAUGH-IN 3										2 M-F 8.58P 1									
WED. 8.00P 60 NBC CV										NEWSBREAK-SAT. 38									
LAVERNE AND SHIRLEY 35										SAT. 8.58P 1 CBS N									
1 TUE. 8.30P 30 ABC CS										NEWSBREAK-SUN. 37									
LITTLE HOUSE-PRAIRIE 34										SUN. 8.58P 1 CBS N									
MON. 8.00P 60 NBC GD										ONE DAY AT A TIME 12									
LOU GRANT 31										SUN. 8.30P 30 CBS CS									
1 MON. 10.00P 60 CBS GD										OPERATION PETTICOAT 4									
2 MON. 10.17P 60										FRI. 8.00P 30 ABC CS									
LOVE BOAT 37										PAPER CHASE 23									
SAT. 9.00P 60 ABC CS										2 TUE. 8.00P 60 CBS GD									
MAN WHO LOVED BEARS(S) 183										PRIME TIME SUNDAY 1									
1 SUN. 7.00P 60 ABC DO										2 SUN. 10.00P 60 NBC DN									
M*A*S*H 33										QUINCY, M.E. 30									
1 MON. 9.00P 30 CBS CS										THU. 9.00P 60 NBC OP									
2 MON. 9.47P 30										RESPONSE TO SALT II(S) 199									
MORK & MINDY 37										2 THU. 8.00P 30 NBC N									
THU. 8.00P 30 ABC CS										ROCKFORD FILES 8									
MOSES-THE LAWGIVER 2										FRI. 9.00P 60 NBC PD									
SUN. 10.00P 60 CBS GD										RUNAWAYS 4									
MOWGLI'S BROTHERS(S) 182										TUE. 8.00P 60 NBC GD									
1 SAT. 8.30P 30 CBS EA										SALVAGE 1 2									
NBC MONDAY NIGHT MOVIES 32										2 SUN. 8.00P 60 ABC A									
1 MON. 9.00P 110 NBC FF										60 MINUTES 39									
2 MON. 9.43P 120										SUN. 7.00P 60 CBS DN									

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PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND JUNE 1979 REPORT

PROGRAM NAME										PROGRAM NAME									
T/C THIS SEASON										T/C THIS SEASON									
NO. OF STATIONS										NO. OF STATIONS									
PROGRAM COVERAGE										PROGRAM COVERAGE									
HOUSEHOLD AUDIENCES										HOUSEHOLD AUDIENCES									
K E Y										K E Y									
AVG. AUD. SHARE (0,000)										AVG. AUD. SHARE (0,000)									
WEEKEND DAYTIME CONT'D										SCHOOLHOUSE ROCK-11.55AM									
IN THE NEWS-12.26PM										SUN. 11.55A 4 ABC CN									
SAT. 12.26P 3 CBS CN										SCOOPY'S ALL STARS I									
IN THE NEWS-12.56PM										SAT. 8.30A 30 ABC CA									
SAT. 12.56P 3 CBS CN										SCOOPY'S ALL STARS II									
IN THE NEWS-1.26PM										SAT. 9.00A 30 ABC CA									
SAT. 1.26P 3 CBS CN										SCOOPY'S ALL STARS III									
IN THE NEWS-8.26AM-SUN.										SAT. 9.30A 30 ABC CA									
SUN. 8.26A 3 CBS CN										SPACE ACADEMY									
IN THE NEWS-8.56AM-SUN.										SAT. 12.00N 30 CBS CL									
SUN. 8.56A 3 CBS CN										SPORTSWORLD									
ISSUES AND ANSWERS										SUN. 4.00P 90 NBC SE									
SUN. 12.00N 30 ABC CC										SUNDAY MORNING									
JETSONS										SUN. 9.00A 90 CBS N									
SAT. 11.30A 30 NBC CA										TARZAN AND SUPER SEVEN 1									
KIDS ARE PEOPLE TOO II										SAT. 10.30A 30 CBS CA									
SUN. 10.30A 30 ABC CL										TARZAN AND SUPER SEVEN 2									
KIDS ARE PEOPLE TOO III										SAT. 11.00A 30 CBS CA									
SUN. 11.00A 30 ABC CL										TARZAN AND SUPER SEVEN 3									
MEET THE PRESS										SAT. 11.30A 30 CBS CA									

SUN. 12.30P 30 NBC CC																			
METRIC MARVELS-10:27AM	38	200	201	99	99					B	3.3	15	246						
SAT. 10.27A 2 NBC CN										A	4.6	23	343						
METRIC MARVELS-11:57AM	38	195	196	97	98					B	5.7	23	425						
SAT. 11.57A 2 NBC CN										A	4.6	23	343						
METRIC MARVELS-10:57AM	32	199	201	96	96					B	5.8	23	432						
SAT. 10.57A 2 NBC CN										A	5.4	27	402						
NASL CHAMP. SOCCER-SUN	2		175		89					B	6.6	26	492						
2 SUN. 2.30P 122 ABC SE										A	2.7	9	201						
NBC MAJOR LEAGUE PRE GAME	11	210	208	97	97					B	2.5	9	186						
1 SAT. 2.00P 18 NBC SC										A	4.8	23	358						
2 SAT. 2.00P 19										B	4.9	22	365						
NBC MAJOR LEAGUE BASEBALL	11	209	208	92	97					A	6.7	27	499						
1 SAT. 2.18P 171 NBC SE										B	6.7	25	499						
2 SAT. 2.19P 161																			
SCHOOLHOUSE ROCK-8.26AM	4	186	185	95	95					A	3.1	28	231						
SAT. 8.26A 3 ABC CN										B	2.8	25	209						
SCHOOLHOUSE ROCK-8.57AM	4	188	189	97	98					A	4.5	33	335						
SAT. 8.57A 3 ABC CN										B	4.2	29	313						
SCHOOLHOUSE ROCK-9.56AM	4	188	189	97	98					A	4.8	24	358						
SAT. 9.56A 3 ABC CN										B	4.8	23	358						
SCHOOLHOUSE ROCK-11.26AM	4	194	194	99	99					A	5.6	27	417						
SAT. 11.26A 3 ABC CN										B	6.1	29	454						
SCHOOLHOUSE ROCK-12.26PM	4	180	182	91	94					A	4.0	21	298						
SAT. 12.26P 3 ABC CN										B	4.7	23	350						

U.S. OPEN GOLF-SAT(S)	203		99							A	4.6	18	343
1 SAT. 2.30P 247 ABC SE													
U.S. OPEN GOLF-SUN(S)	204		99							A	5.8	19	432
1 SUN. 2.30P 270 ABC SE													
WHAT'S NEW, MISTER MAGOO	21	54	55	48	51					A	1.1	15	82
SUN. 8.00A 30 CBS CA										B	1.0	12	75

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. JUNE 11, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					16,990 22.8								4,400 5.9			
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					9,240 12.4	10.9*		12.0*		12.7*		13.9*	3,350 4.5	4.7*		4.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					23 11.1	23* 10.7	11.3	23* 12.7		23* 12.6		25* 14.4	8 4.6	8* 4.7	8* 4.6	8* 4.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,270 20.5				18,630 25.0		18,700 25.1		20,040 26.9			
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					11,320 15.2	14.1*		16.4*		16,690 22.4		16,760 22.5	15,570 20.9	20.8*		20.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					30 13.5	29* 14.6	15.9	31* 16.8		40 21.5		39 23.3	38 20.9	36* 20.8		40* 21.0
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					14,160 19.0				18,030 24.2							
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					10,210 13.7	12.7*		14.7*		10,360 13.9		13.5*		14.7*		14.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					27 12.2	26* 13.2	14.3	28* 15.0		25 13.1		24* 13.2		26* 13.5		27* 13.5

W E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,280 23.2											
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					8,490 11.4	9.6*		11.0*					12.7*		12.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					21 9.4	20* 9.8	10.6	21* 11.3					22* 12.4		22* 12.2	9.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,480 18.1								17,810 23.9		18,100 24.3	
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					9,610 12.9	11.9*		13.8*					14,530 19.5		13,260 17.8	17.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					26 11.7	25* 12.1	13.0	26* 14.5					34 17.1	33 21.5	33 18.0	33* 17.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,270 20.5								21,230 28.5			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					11,400 15.3	14.4*		16.2*					13,040 17.5			17.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					30 13.7	30* 15.1	15.8	31* 16.6					33 15.6	30* 15.9	30* 16.8	33* 17.4

TV HOUSEHOLDS USING TV	WK. 1	45.7	46.4	46.5	47.8	48.1	49.6	51.5	53.9	55.8	57.1	56.9	57.7	57.4	56.8	54.0	51.5
(See Def. 1)	WK. 2	46.3	47.1	47.3	48.2	47.8	49.0	50.5	53.6	55.0	56.0	56.5	57.2	57.9	56.5	53.8	50.9

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.TUE. JUNE 12, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					14,450 19.4	16,170 21.7		19,740 26.5		16,690 22.4		14,970 20.1						
	ABC TV					HAPPY DAYS (R)	LAVERNE AND SHIRLEY (R)		THREE'S COMPANY (R)		TAXI (R)(OP)		JULIE FARR, M.D.						
	AVERAGE AUDIENCE (Households (000) & %)					12,440 16.7	14,530 19.5		17,730 23.8		15,200 20.4		11,990 16.1						
	SHARE OF AUDIENCE %					33	36		41		34		28						
WEEK 2	AVG. AUD. BY ¼ HR. %					15.8	17.6	18.7	20.4	23.3	24.4	20.2	20.5	16.4	16.2	15.9	15.8		
	TOTAL AUDIENCE (Households (000) & %)					20,340 27.3													
	CBS TV					CBS NEWS SPECIAL REPORT (SUS)		CBS TUESDAY NIGHT MOVIES THE LIFE AND TIMES OF JUDGE ROY BEAN(R)(OP)											
	AVERAGE AUDIENCE (Households (000) & %)					10,950 14.7		13.6*		14.5*		15.2*		15.3*					
WEEK 3	SHARE OF AUDIENCE %					26		25 *		25 *		25 *		26 *					
	AVG. AUD. BY ¼ HR. %					13.8		13.4		14.3		15.3		15.2					
	TOTAL AUDIENCE (Households (000) & %)					10,060 13.5	16,240 21.8												
	NBC TV					RUNAWAYS (OP)		BIG EVENT-TUE. KILLER ON BOARD(R)											
WEEK 4	AVERAGE AUDIENCE (Households (000) & %)					7,150 9.6	8.3*		10.9*		13.6		13.7*		15.0*				
	SHARE OF AUDIENCE %					19	17 *		20 *		24		23 *		26 *				
	AVG. AUD. BY ¼ HR. %					8.0	8.6	10.7	11.1	11.2	11.5	13.6	13.9	15.0	15.1	14.7	13.9		
	WEEK 5	TOTAL AUDIENCE (Households (000) & %)					18,630 25.0	21,160 28.4		18,330 24.6		18,770 25.2							
ABC TV						HAPPY DAYS (R)		THREE'S COMPANY (R)		TAXI (R)(OP)		JULIE FARR, M.D.							
AVERAGE AUDIENCE (Households (000) & %)						14,530 19.5	17.7*		21.2*		18,550 24.9		16,460 22.1		13,860 18.6				
SHARE OF AUDIENCE %						41	39 *		43 *		47		40		35				
WEEK 6	AVG. AUD. BY ¼ HR. %					16.4	19.0	20.7	21.8	24.0	25.9	22.3	21.9	19.1	18.7	18.7	17.9		
	TOTAL AUDIENCE (Households (000) & %)					9,760 13.1	13,930 18.7												
	CBS TV					PAPER CHASE (R)(OP)		CBS TUESDAY NIGHT MOVIES THE INTERECINE PROJECT(SUS)(OP) (9:00-10:48PM)											
	AVERAGE AUDIENCE (Households (000) & %)					7,150 9.6	9.2*		9.9*		7,450 10.0		8.9*		9.2*		11.1*		
WEEK 7	SHARE OF AUDIENCE %					20	20 *		20 *		18		17 *		20 *				
	AVG. AUD. BY ¼ HR. %					9.4	9.0	9.9	10.0	9.1	8.8	9.0	9.5	10.6	11.5	11.4	9.8		
	TOTAL AUDIENCE (Households (000) & %)					8,490 11.4	15,420 20.7												
	NBC TV					RUNAWAYS (OP)		BIG EVENT-TUE. FAREWELL, MY LOVELY(R)											
WEEK 8	AVERAGE AUDIENCE (Households (000) & %)					6,110 8.2	8.1*		8.2*		8,490 11.4		9.1*		11.1*				
	SHARE OF AUDIENCE %					17	18 *		17 *		21		17 *		20 *				
	AVG. AUD. BY ¼ HR. %					8.3	7.9	8.1	8.3	9.0	9.3	11.0	11.1	12.4	12.5	12.7	13.1		
	TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	45.1	45.8	45.9	46.8	48.5	51.2	52.5	54.4	56.3	58.4	59.5	60.1	58.4	58.0	56.9	54.4
		WK. 2	42.1	43.5	43.2	44.2	44.4	46.5	48.8	50.3	52.1	54.6	55.0	56.0	55.0	54.2	53.2	50.4	
U.S. TV Households:		74,500,000																	

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.WED. JUNE 13, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				14,450 19.4					17,510 23.5					15,350 20.6	
	ABC TV					EIGHT IS ENOUGH (R)				CHARLIE'S ANGELS (R)(OP)				VEGAS (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{				10,500 14.1	12.7*			13,710 18.4	17.9*			12,140 16.3	16.5*		16.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				30 12.2	28* 13.2			35 17.6	35* 18.3			30 17.0	30* 16.1		30* 15.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				8,940 12.0					16,020 21.5						
	CBS TV					JEFFERSONS (R)				GOOD TIMES (OP)				CBS WEDNESDAY NIGHT MOVIE PAPER MOON(R) (9:00-11:05PM)(-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{				7,450 10.0				7,150 9.6				11,7* 11.7*		13.1*	13.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				22 9.4				20 9.4				22* 11.9		24* 13.1	26* 14.1
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				14,230 19.1					18,180 24.4						
	NBC TV					LAUGH-IN (R)(OP)				NBC WED. NIGHT MOVIES ZUMA BEACH(R)							
	AVERAGE AUDIENCE (Households (000) & %)	{				10,650 14.3	13.9*			10,580 14.2	13.2*			14,1* 14.1*		14.7*	14.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				30 13.2	31* 14.6			27 13.2	25* 13.2			26* 14.2		27* 15.1	28* 14.9

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				16,170 21.7					17,510 23.5					16,460 22.1	
	ABC TV					EIGHT IS ENOUGH (R)				CHARLIE'S ANGELS (R)(OP)				VEGAS (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{				11,470 15.4	13.8*			13,780 18.5	17.9*			12,740 17.1	16.8*		17.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				32 12.9	30* 14.7			33 17.3	33* 18.6			33* 19.0	31 16.6	30* 17.0	32* 17.4
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				9,310 12.5					19,220 25.8						
	CBS TV					JEFFERSONS (R)				GOOD TIMES (OP)				CIRCUS OF THE STARS (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{				8,050 10.8				7,900 10.6				11,550 15.5	14.1*		16.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				23 10.4				21 11.2				28 13.7	26* 14.6		30* 16.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				14,380 19.3					16,760 22.5						
	NBC TV					LAUGH-IN (R)(OP)				NBC WED. NIGHT MOVIES STRANGER IN OUR HOUSE(R)							
	AVERAGE AUDIENCE (Households (000) & %)	{				10,210 13.7	12.5*			10,500 14.1	12.7*			13,7* 13.7*		14.8*	15.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				28 11.9	27* 13.1			25 12.3	24* 13.0			24* 13.9		26* 14.8	28* 15.6
TV HOUSEHOLDS USING TV WK. 1		40.9	41.8	41.4	41.7	43.5	46.6	48.6	49.8	50.8	52.8	53.7	54.8	54.7	54.0	53.7	53.4
(See Def. 1) WK. 2		41.4	41.3	41.6	43.6	44.7	47.2	49.7	51.5	52.3	54.8	56.7	57.7	56.6	56.5	55.2	55.0

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

FVF WFD IINEF 20 1070

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. THU. JUNE 14, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
W E K 1	TOTAL AUDIENCE (Households (000) & %)					16,610 22.3	15,650 21.0		14,530 19.5		13,780 18.5		14,530 19.5						
	ABC TV					WORK & MINDY (R)	ANGIE (R)		BARNEY MILLER (R)		CARTER COUNTRY (OP)		20/20						
	AVERAGE AUDIENCE (Households (000) & %)					14,230 19.1	13,480 18.1		12,890 17.3		12,740 17.1		9,830 13.2						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					43 17.6	39 20.7		34 17.6		32 18.5		26 14.3* 28* 12.1* 24*						
E K 2	TOTAL AUDIENCE (Households (000) & %)					11,470 15.4			10,800 14.5				18,770 25.2						
	CBS TV					WALTONS (R)(OP)				HAWAII FIVE-O (R)				BARNABY JONES (R)					
	AVERAGE AUDIENCE (Households (000) & %)					8,050 10.8	10.1*		11.4*		9,010 12.1		11.6*		14,900 20.0				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 9.9	23* 10.3		24* 11.1		23 11.8		23* 12.1		24* 12.5 12.7 18.1 19.7 21.0 21.2				
E K 2	TOTAL AUDIENCE (Households (000) & %)					6,030 8.1	6,930 9.3		13,860 18.6				10,500 14.1						
	NBC TV					HIZZONNER		COMEDY THEATRE MOTHER AND ME, M.D. (OP)				QUINCY, M.E. (R)		INNOCENT AND THE DAMNED (10:00-10:53PM)(R)(SUS)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)					4,840 6.5	6,110 8.2		10,130 13.6		12.6*		14.7*		7,970 10.7				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					15 6.7	17 6.2		26 7.9		25* 8.5		28*		21 10.5* 20* 11.0* 21* 10.9				

WEEK 2	TOTAL AUDIENCE (Households (000) & %)				18,030 24.2		15,570 20.9		15,570 20.9		13,710 18.4		14,230 19.1		20/20			
	ABC TV				WORK & MINDY (R)		ANGIE (R)		BARNEY MILLER (R)		CARTER COUNTRY (OP)							
	AVERAGE AUDIENCE (Households (000) & %)				15,650 21.0		13,930 18.7		13,340 17.9		12,370 16.6		9,460 12.7		13.3*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				46 19.5		38 22.4		35 18.0		31 17.9		24 16.6		25* 12.8		23* 12.3	
E	TOTAL AUDIENCE (Households (000) & %)				13,040 17.5				13,780 18.5				19,890 26.7					
	CBS TV				WALTONS (R)(OP)				HAWAII FIVE-O (R)				BARNABY JONES (R)					
	AVERAGE AUDIENCE (Households (000) & %)				9,310 12.5		11.3*		9,760 13.1		13.0*		15,570 20.9		19.9*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				26 10.9		25* 11.8		25 13.2		25* 12.7		25* 13.9		37* 21.1		42* 21.5	
K	TOTAL AUDIENCE (Households (000) & %)				6,330 8.5		7,150 9.6		13,260 17.8				13,110 17.6					
	NBC TV				RESPONSE TO SALT II		COMEDY THEATRE ME AND DUCKY(OP)		QUINCY, M.E. (R)				INNOCENT AND THE DAMNED (R)					
	AVERAGE AUDIENCE (Households (000) & %)				5,360 7.2		5,960 8.0		10,880 14.6		13.7*		9,010 12.1		11.8*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				16 7.5		16 7.0		28 8.0		26* 8.0		29* 15.6		22* 15.5		24* 12.6	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	42.0	43.7	42.6	43.5	43.5	45.8	46.2	48.2	49.3	51.8	52.5	53.3	51.9	52.0	51.6	51.2
		WK. 2	41.7	42.7	42.9	43.6	45.0	47.1	48.3	50.0	51.1	52.5	53.0	54.4	53.1	53.0	52.2	52.2
U.S. TV Households: 74,500,000																		

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						5,740 7.7	7,230 9.7		15,940 21.4								
	ABC TV						OPERATION PETTICOAT (OP)	WELCOME BACK, KOTTER (R)		ABC FRIDAY NIGHT MOVIE THE INITIATION OF SARAH(R)								
	AVERAGE AUDIENCE (Households (000) & %)						4,840 6.5	5,810 7.8		10,130 13.6		11.1*	12.8*		14.7*		15.7*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						16 6.5	18 7.3		8.3	27 10.6	24* 11.6	25* 12.6		29* 13.0	14.9	31* 15.6	31* 15.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						14,230 19.1			15,720 21.1				14,600 19.6				
	CBS TV						INCREDIBLE HULK (R)(OP)				DUKES OF HAZZARD (R)				DALLAS (R)			
	AVERAGE AUDIENCE (Households (000) & %)						10,430 14.0	12.3*	11,920 16.0		15.5*	16.5*		11,620 15.6	15.8*	15.4*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						34 11.6	31* 13.0	37* 15.5		33 15.4	33* 15.7	33* 16.0		31 17.0	31* 15.7	31* 15.8	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						11,320 15.2	7,970 10.7		12,290 16.5				11,250 15.1				
	NBC TV						DIFF'RENT STROKES (R)	COMEDY THEATRE(B) A DOG'S LIFE(OP)		ROCKFORD FILES (R)				EDDIE CAPRA MYSTERIES (R)				
	AVERAGE AUDIENCE (Households (000) & %)						9,540 12.8	6,710 9.0		9,460 12.7		11.8*	13.6*		8,570 11.5	11.6*	11.5*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						32 12.4	21 13.1	9.2	8.7	26 11.0	25* 12.6	27* 13.6		23 13.7	23* 11.5	23* 11.6	23* 11.4

TOTAL AUDIENCE (Households (000) & %)						6,180 8.3		7,230 9.7		15,790 21.2							
ABC TV						OPERATION PETTICOAT (OP)		WELCOME BACK, KOTTER (R)				ABC FRIDAY NIGHT MOVIE KOTCH					
AVERAGE AUDIENCE (Households (000) & %)						5,510 7.4		6,260 8.4		9,540 12.8		12.0*		12.7*		13.2*	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						18 7.4		19 7.4		25 11.6		25 *		25 *		26 *	
TOTAL AUDIENCE (Households (000) & %)						15,200 20.4				17,580 23.6				15,350 20.6			
CBS TV						INCREDIBLE HULK (R)(OP)				DUKES OF HAZZARD (R)				DALLAS (R)			
AVERAGE AUDIENCE (Households (000) & %)						10,950 14.7		13.2*		13,040 17.5		16.7*		12,220 16.4		16.0*	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						34 12.9		31 *		35 16.6		34 *		32 15.6		31 *	
TOTAL AUDIENCE (Households (000) & %)						11,550 15.5		10,880 14.6		11,850 15.9				12,220 16.4			
NBC TV						DIFF'RENT STROKES (R)		HELLO, LARRY (R)(OP)		ROCKFORD FILES (R)				EDDIE CAPRA MYSTERIES (R)			
AVERAGE AUDIENCE (Households (000) & %)						10,130 13.6		9,390 12.6		9,090 12.2		11.8*		9,390 12.6		12.5*	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						32 12.9		28 14.3		24 11.3		24 *		24 *		25 *	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	36.4	36.5	36.8	38.2	39.0	41.3	41.9	42.9	45.4	47.8	50.1	51.2	50.7	50.9	50.2
		WK. 2	40.0	40.8	41.3	41.5	41.3	43.1	44.1	46.2	48.0	49.8	50.8	52.1	51.3	50.9	51.3

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.SAT. JUNE 16, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						8,340 11.2				13,780 18.5				15,350 20.6			
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						5,220 7.0				10,730 14.4				11,990 16.1			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						18 6.9	6.8* 6.6		7.3* 6.9	32 7.8	13.3* 14.2		15.4* 15.4	35 15.8	16.1* 16.5	35* 16.3	16.1* 15.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						8,420 11.3		8,050 10.8		14,010 18.8							
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)						6,930 9.3		6,850 9.2		8,490 11.4	9.0* 21*		10.6* 23*		12.5* 28*		13.6* 30*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						25 9.4		23 8.9		25 8.7	21* 9.3		23* 10.3		28* 12.4		30* 13.4
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						15,870 21.3				13,260 17.8				9,980 13.4			
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						11,850 15.9				10,130 13.6	13.6* 30		13.7* 30*	6,930 9.3		9.6* 21*	9.1* 20*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						41 13.6	39* 15.3		43* 17.1	30 17.5	31* 13.6		30* 13.7	20 9.8	21* 9.3		20* 9.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						8,490 11.4				13,930 18.7				17,880 24.0			
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						6,030 8.1	7.5* 18*		8.7* 20*	10,880 14.6	13.5* 30*		15.8* 33*	14,010 18.8	18.7* 39*		18.9* 40*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						19 7.5	18* 7.6		20* 8.4	31 12.7	30* 14.3		33* 15.4	40 16.2	39* 18.9		40* 19.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						9,980 13.4		8,270 11.1		13,930 18.7							
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)						8,270 11.1		7,080 9.5		8,270 11.1	11.3* 24		10.8* 23*		11.4* 24*		10.7* 23*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						27 10.9		22 11.3		24 11.1	25* 11.6		23* 11.0		24* 11.1		23* 11.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						13,860 18.6				12,220 16.4				11,470 15.4			
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						10,650 14.3	13.4* 33*		15.2* 36*	9,540 12.8	12.4* 27*		13.3* 28*	7,820 10.5	10.3* 22*		10.7* 23*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						34 13.0	33* 13.7		36* 15.1	28 12.3	27* 12.4		28* 13.2	22 10.2	22* 10.5		23* 10.4
TV HOUSEHOLDS USING TV		WK. 1	34.8	35.8	36.5	36.7	36.2	38.0	39.4	41.5	43.0	44.6	46.2	46.3	45.2	45.6	45.9	46.3
(See Def. 1)		WK. 2	35.9	36.8	37.9	39.1	40.2	41.4	41.8	43.6	44.6	46.5	47.1	47.7	47.5	47.8	46.7	47.1

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

EVE SAT JUNE 23 1979

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.SUN. JUNE 17, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
W E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 6,630 8.9		{ 6,850 9.2		{ 23,540 31.6													
	ABC TV		{ 4,770 6.4		{ 4,400 5.9		{ 12,890 17.3													
	AVERAGE AUDIENCE (Households (000) & %)		{ 6.1*		{ 6.7*		{ 13.3*													
	SHARE OF AUDIENCE %		{ 16		{ 13		{ 34													
	AVG. AUD. BY ¼ HR. %		{ 6.1		{ 7.0		{ 12.6													
		TOTAL AUDIENCE (Households (000) & %)		{ 16,320 21.9		{ 15,350 20.6		{ 13,340 17.9		{ 12,140 16.3		{ 16,240 21.8								
		CBS TV		{ 12,520 16.8		{ 13,410 18.0		{ 11,850 15.9		{ 10,580 14.2		{ 12,070 16.2		{ 15,600 20.1*						
		AVERAGE AUDIENCE (Households (000) & %)		{ 16.2*		{ 17.5*		{ 15.9		{ 14.2		{ 16.2		{ 15.6*						
		SHARE OF AUDIENCE %		{ 41		{ 42*		{ 30		{ 26		{ 31		{ 30*						
		AVG. AUD. BY ¼ HR. %		{ 15.6		{ 17.7		{ 15.7		{ 14.0		{ 15.4		{ 15.8						
W E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 13,340 17.9		{ 20,340 27.3		{ 11,990 16.1													
	NBC TV		{ 9,540 12.8		{ 12,440 16.7		{ 7,820 10.5													
	AVERAGE AUDIENCE (Households (000) & %)		{ 12.1*		{ 14.8*		{ 11.0*													
	SHARE OF AUDIENCE %		{ 31		{ 33		{ 20													
	AVG. AUD. BY ¼ HR. %		{ 11.5		{ 15.7		{ 10.6													
		TOTAL AUDIENCE (Households (000) & %)		{ 8,120 10.9		{ 12,070 16.2		{ 19,070 25.6												
		ABC TV		{ 5,510 7.4		{ 9,160 12.3		{ 11,620 15.6		{ 17,400 22.9*		{ 17,800 23.4*		{ 17.4*						
		AVERAGE AUDIENCE (Households (000) & %)		{ 7.0*		{ 11.1*		{ 12.9*		{ 14.4*		{ 17.4*		{ 17.8*						
		SHARE OF AUDIENCE %		{ 16		{ 24		{ 28		{ 25*		{ 32*		{ 34*						
		AVG. AUD. BY ¼ HR. %		{ 6.7		{ 10.8		{ 12.6		{ 14.2		{ 17.1		{ 17.7						
W E K 3	TOTAL AUDIENCE (Households (000) & %)		{ 20,040 26.9		{ 16,910 22.7		{ 15,570 20.9		{ 18,330 24.6		{ 18,400 24.7		{ 16,320 21.9							
	CBS TV		{ 16,320 21.9		{ 14,830 19.9		{ 14,530 19.5		{ 16,460 22.1		{ 16,910 22.7		{ 12,890 17.3		{ 17.9*		{ 16.6*			
	AVERAGE AUDIENCE (Households (000) & %)		{ 21.1*		{ 22.7*		{ 19.5		{ 22.1		{ 22.7		{ 17.3		{ 17.9*		{ 16.6*			
	SHARE OF AUDIENCE %		{ 48		{ 48*		{ 37		{ 40		{ 39		{ 32		{ 32*		{ 32*			
	AVG. AUD. BY ¼ HR. %		{ 20.0		{ 22.2		{ 19.7		{ 21.2		{ 23.0		{ 18.2		{ 17.7		{ 17.0			
W E K 4	TOTAL AUDIENCE (Households (000) & %)		{ 10,430 14.0		{ 18,030 24.2		{ 15,790 21.2													
	NBC TV		{ 7,600 10.2		{ 11,030 14.8		{ 11,550 15.5													
	AVERAGE AUDIENCE (Households (000) & %)		{ 9.4*		{ 13.0*		{ 15.1*													
	SHARE OF AUDIENCE %		{ 22		{ 28		{ 28*								{ 29*		{ 29*			
	AVG. AUD. BY ¼ HR. %		{ 8.7		{ 13.6		{ 15.1								{ 15.5		{ 15.1			
		TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	39.1	39.8	41.1	42.7	43.2	45.5	47.1	49.1	51.7	53.6	54.4	54.2	52.9	52.1	51.1	50.0
				WK. 2	42.3	45.6	46.6	47.6	48.6	50.1	52.0	52.8	54.0	55.5	57.1	58.4	55.5	54.7	52.8	51.8

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,360														
		(1)	7.2														
	ABC TV		ABC						(SUB)(OP)					(SUB)(OP)			
			WEEKEND REPORT- SUN.(2)														
	AVERAGE AUDIENCE (Households (000) & %)	{	5,070														
	SHARE OF AUDIENCE %		6.8														
	AVG. AUD. BY ¼ HR. %	%	18.3	7.0	6.3												
	TOTAL AUDIENCE (Households (000) & %)	{	5,740														
			7.7														
	CBS TV		CBS SUNDAY NEWS- BRADLEY														
	AVERAGE AUDIENCE (Households (000) & %)	{	5,510														
	SHARE OF AUDIENCE %	%	7.4														
	AVG. AUD. BY ¼ HR. %	%	17														
			7.4														
	TOTAL AUDIENCE (Households (000) & %)	{			4,770												
				6.4													
	NBC TV				NBC LATE NIGHT MOVIE												
					(-OP)												
	AVERAGE AUDIENCE (Households (000) & %)	{			1,940												
	SHARE OF AUDIENCE %	%			2.6	3.4*			3.0*								
	AVG. AUD. BY ¼ HR. %	%			14	12*			14*								
					3.5	3.3	3.2		2.8	2.7							
	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE %	%															
	AVG. AUD. BY ¼ HR. %	%															

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,140 6.9 ABC WEEKEND REPORT- SUN.															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,220 7.0															
	SHARE OF AUDIENCE %	{ 16															
W E E K 2	AVG. AUD. BY ¼ HR. %	{ 7.0															
	TOTAL AUDIENCE (Households (000) & %)	{ 6,330 8.5							{ 8,050 10.8								
	CBS TV	{ CBS SUNDAY NEWS- BRADLEY							{ LATE MOVIE I >(-OP)								
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,110 8.2							{ 5,440 7.3								
W E E K 2	SHARE OF AUDIENCE %	{ 18							{ 28								
	AVG. AUD. BY ¼ HR. %	{ 8.2							{ 8.7								
	TOTAL AUDIENCE (Households (000) & %)	{ 4,990 6.7							{ 10,060 13.5								
	NBC TV	{ NBC LATE NIGHT MOVIE (11:30-1:35AM)(-OP)							{ TONIGHT SHOW >(-OP)								
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)	{ 2,460 3.3							{ 5,660 7.6								
	SHARE OF AUDIENCE %	{ 15							{ 29								
	AVG. AUD. BY ¼ HR. %	{ 4.4							{ 10.1								
		{ 4.4* 15*							{ 2.2 3.0								
W E E K 2		{ 4.4							{ 4.2								
		{ 3.8							{ 3.2								
		{ 3.6							{ 10.1								
		{ 3.2							{ 10.1								

TV HOUSEHOLDS USING TV	WK. 1	45.8	40.2	31.3	26.3	23.4	20.4	18.5	34.4	31.3	27.4	24.3	21.5	19.0	16.3	14.1	12.2
(See Def. 1)	WK. 2	47.1	40.4	31.6	28.0	24.7	22.8	20.4	34.8	30.7	27.2	24.5	21.7	19.3	17.2	15.3	13.0

U.S. TV Households: 74,500,000

(1)ABC SUNDAY NIGHT MOVIE,ABC,(9:00-11:20PM)

(2)ABC WEEKEND REPORT-SUN.,ABC,(11:20-11:35PM)

For explanation of symbols, See page A.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

WEEK 1	TOTAL AUDIENCE (Households (000) & %)		2,980 4.0		3,500 4.7																														
	ABC TV		GOOD MORNING, AMERICA-730 (CO-OP)		GOOD MORNING, AMERICA-830 (CO-OP)																														
	AVERAGE AUDIENCE (Households (000) & %)		2,380 3.2		2,910 3.9																														
	SHARE OF AUDIENCE %		26		24																														
	AVG. AUD. BY ¼ HR.		3.1 3.3		3.8 4.0																														
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		2,460 3.3		3,580 4.8																														
	CBS TV		MORNING MON-FRI (CO-OP)		CAPTAIN KANGAROO																														
	AVERAGE AUDIENCE (Households (000) & %)		1,560 2.1		2,310 3.1		2.5*		3.7*						3,130 4.2	3,650 4.9																			
	SHARE OF AUDIENCE %		18		20		17*		23*						23	26																			
	AVG. AUD. BY ¼ HR.		2.1 2.3 2.1		2.1 2.9 3.6 3.9						4.0 4.5	4.8 5.0																							
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		3,130 4.2		3,800 5.1																														
	NBC TV		TODAY SHOW-7:30AM (CO-OP)		TODAY SHOW-8:30AM (CO-OP)																														
	AVERAGE AUDIENCE (Households (000) & %)		2,380 3.2		3,130 4.2																														
	SHARE OF AUDIENCE %		26		26																														
	AVG. AUD. BY ¼ HR.		3.0 3.4		4.2 4.2																														
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		2,760 3.7		3,580 4.8																														
	ABC TV		GOOD MORNING, AMERICA-730 (CO-OP)		GOOD MORNING, AMERICA-830 (CO-OP)																														
	AVERAGE AUDIENCE (Households (000) & %)		2,160 2.9		2,830 3.8																														
	SHARE OF AUDIENCE %		23		22																														
	AVG. AUD. BY ¼ HR.		2.8 3.0		3.7 3.8																														
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		2,680 3.6		3,580 4.8																														
	CBS TV		MORNING MON-FRI (CO-OP)		CAPTAIN KANGAROO (S)(OP)(-OP)																														
	AVERAGE AUDIENCE (Households (000) & %)		1,710 2.3		2,310 3.1		2.4*		3.1						3,870 5.2	4,540 6.1																			
	SHARE OF AUDIENCE %		20		18		19*		26						26	29																			
	AVG. AUD. BY ¼ HR.		2.1 2.4 2.4		2.6		2.4		4.9 5.6						6.0 6.2																				
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		3,130 4.2		4,020 5.4																														
	NBC TV		TODAY SHOW-7:30AM (CO-OP)		TODAY SHOW-8:30AM (CO-OP)																														
	AVERAGE AUDIENCE (Households (000) & %)		2,530 3.4		3,280 4.4																														
	SHARE OF AUDIENCE %		27		25																														
	AVG. AUD. BY ¼ HR.		3.3 3.5		4.5 4.4																														
TV HOUSEHOLDS USING TV WK. 1																				6.8	8.7	10.3	10.9	12.1	13.5	14.0	15.0	16.2	16.9	17.4	18.2	18.3	19.2	19.2	20.0
(See Def. 1) WK. 2																				6.3	8.3	10.1	11.0	12.2	13.9	14.2	15.3	17.1	18.4	19.3	20.4	20.0	20.7	21.1	21.7

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

DAY MON.-FRI. JUNE 18-22, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUNE 11-15, 1979

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,960 8.0		{ 6,560 8.8		{ 4,250 5.7		{ 5,290 7.1		{ 8,570 11.5		{ 7,900 10.6					
	ABC TV	LAVERNE & SHIRLEY M-F		FAMILY FEUD		\$20,000 PYRAMID		RYAN'S HOPE		ALL MY CHILDREN (SUS)(OP)		ONE LIFE TO LIVE					
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,920 6.6		{ 5,590 7.5		{ 3,500 4.7		{ 4,470 6.0		{ 6,260 8.4		{ 5,810 7.8					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	33	6.4	35	7.3	20	7.7	24	4.6	31	7.9*	33*	28	7.8*	28*	7.9*	28*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,690 6.3		{ 5,510 7.4				{ 6,560 8.8		{ 7,520 10.1		{ 7,380 9.9					
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2				SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		GUIDING LIGHT			
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,020 5.4		{ 4,770 6.4				{ 5,810 7.8		{ 6,560 8.8		{ 5,740 7.7		{ 5,660 7.6			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	27	5.0	30	5.7		6.5	32	7.7	35	9.1	28	7.5*	29*	27	7.7*	28*
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 3,950 5.3		{ 4,170 5.6		{ 3,430 4.6		{ 3,950 5.3		{ 6,410 8.6		{ 5,070 6.8		{ 7,380 9.9			
	NBC TV	HIGH ROLLERS		WHEEL OF FORTUNE (SUS)(OP)		PASSWORD PLUS		HOLLYWOOD SQUARES (SUS)(OP)		DAYS OF OUR LIVES		DOCTORS		ANOTHER WORLD			
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,430 4.6		{ 3,580 4.8		{ 2,830 3.8		{ 3,200 4.3		{ 4,620 6.2		{ 4,540 6.1		{ 5,070 6.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	23	4.6	23	4.5	16	4.8	17	4.0	23	5.9*	23*	22	6.4*	24	6.5*	23*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,110 8.2		{ 6,930 9.3		{ 4,250 5.7		{ 5,810 7.8		{ 9,240 12.4		{ 8,050 10.8					
	ABC TV	LAVERNE & SHIRLEY M-F		FAMILY FEUD		\$20,000 PYRAMID		RYAN'S HOPE		ALL MY CHILDREN (SUS)(OP)		ONE LIFE TO LIVE					
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,140 6.9		{ 5,810 7.8		{ 3,500 4.7		{ 4,840 6.5		{ 6,780 9.1		{ 5,890 7.9		{ 8,2* 29*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	31	6.5	32	7.3	18	7.8	24	4.5	32	9.0*	32*	28*	7.7*	28*	8.1	8.2*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,590 7.5		{ 6,480 8.7				{ 7,300 9.8		{ 8,870 11.9		{ 8,050 10.8		{ 7,450 10.0			
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2				SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		GUIDING LIGHT			
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,770 6.4		{ 5,740 7.7				{ 6,410 8.6		{ 7,970 10.7		{ 6,030 8.1		{ 5,810 7.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	29	6.2	32	6.6		7.9	32	8.6	39	11.0	29	8.0*	30*	27	7.7*	28*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,020 5.4		{ 4,540 6.1		{ 4,020 5.4		{ 4,470 6.0		{ 6,710 9.0		{ 5,290 7.1		{ 7,970 10.7			
	NBC TV	HIGH ROLLERS		WHEEL OF FORTUNE (SUS)(OP)		PASSWORD PLUS		HOLLYWOOD SQUARES (SUS)(OP)		DAYS OF OUR LIVES		DOCTORS		ANOTHER WORLD			
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,350 4.5		{ 3,950 5.3		{ 3,430 4.6		{ 3,650 4.9		{ 4,990 6.7		{ 4,620 6.2		{ 5,360 7.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	20	4.4	22	4.6	17	5.3	18	4.8	23	6.2*	25*	22	6.3	25	7.0*	25*
TV HOUSEHOLDS USING TV WK. 1		20.5	21.2	21.2	22.3	23.8	25.2	25.4	25.6	25.7	26.5	26.9	27.0	26.8	27.5	27.9	28.5
(See Def. 1) WK. 2		22.0	23.1	23.7	24.7	26.2	27.4	27.3	28.0	28.1	28.8	28.4	28.3	27.8	27.9	27.8	28.2

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

DAY MON.-FRI. JUNE 18-22, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUNE 11-15, 1979

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 8,200 11.0		GENERAL HOSPITAL		{ 5,220 7.0		EDGE OF NIGHT						{ 7,900 10.6		ABC WORLD NEWS TONIGHT	
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,330 8.5															{ 6,780 9.1
	SHARE OF AUDIENCE %	30	29 *			8.8 *		23									23
	AVG. AUD. BY ¼ HR.	% 8.0	8.3	8.7	9.0	6.4	6.3										8.9 9.4
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 6,180 8.3		GUIDING LIGHT		{ 3,130 4.2		M*A*S*H M-F		LOVE OF LIFE				{ 9,010 12.1		CBS EVENING NEWS-CRONKITE	
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,290 7.5 *															{ 7,970 10.7
	SHARE OF AUDIENCE %	27 *				25		13									27
	AVG. AUD. BY ¼ HR.	% 7.6	7.4	6.9	7.4	3.5	3.6										10.6 10.9
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 8,420 11.3		ANOTHER WORLD										{ 7,300 9.8		NBC NIGHTLY NEWS	
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,300 9.8															{ 7,300 9.8
	SHARE OF AUDIENCE %	24															24
	AVG. AUD. BY ¼ HR.	% 6.9	7.1	7.1	6.8												9.8 9.8
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 8,120 10.9		GENERAL HOSPITAL		{ 4,690 6.3		EDGE OF NIGHT						{ 8,270 11.1		ABC WORLD NEWS TONIGHT	
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,330 8.5	8.3 *														{ 7,150 9.6
	SHARE OF AUDIENCE %	29	29 *			8.7 *		21									23
	AVG. AUD. BY ¼ HR.	% 8.2	8.4	8.6	8.8	5.8	5.6										9.5 9.7
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,710 9.0		GUIDING LIGHT		{ 3,350 4.5		M*A*S*H M-F		LOVE OF LIFE				{ 10,430 14.0		CBS EVENING NEWS-CRONKITE	
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,590 8.0 *															{ 9,090 12.2
	SHARE OF AUDIENCE %	27 *				26		14									29
	AVG. AUD. BY ¼ HR.	% 7.8	8.0	7.3	7.8	3.8	3.9										12.0 12.4
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 8,340 11.2		ANOTHER WORLD										{ 7,080 9.5		NBC NIGHTLY NEWS	
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,080 9.5															{ 7,080 9.5
	SHARE OF AUDIENCE %	23															23
	AVG. AUD. BY ¼ HR.	% 7.2	7.3 *	7.4	7.7	7.2											9.4 9.7
TV HOUSEHOLDS USING TV		WK. 1	28.2	28.7	28.2	28.8	27.6	28.7	28.3	29.5	30.9	32.2	33.4	35.2	37.5	39.2	39.9
(See Def. 1)		WK. 2	28.3	29.5	29.0	29.5	28.2	28.6	28.4	29.9	30.6	32.1	33.7	35.3	38.0	40.2	41.2
U.S. TV Households: 74,500,000																	

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

DAY MON.-FRI. JUNE 18-22, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. JUNE 16, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						2,160 2.9		2,980 4.0		4,100 5.5		4,100 5.5		3,800 5.1		5,140 6.9	
	ABC TV						FANGFACE (OP)		SCOOBY'S ALL STARS I (OP)		SCOOBY'S ALL STARS II (OP)		SCOOBY'S ALL STARS III (OP)		CHALLENGE- SUPERFRIENDS 1		CHALLENGE- SUPERFRIENDS 2	
	AVERAGE AUDIENCE (Households (000) & %)						1,790 2.4		2,460 3.3		3,350 4.5		3,280 4.4		3,050 4.1		4,400 5.9	
	SHARE OF AUDIENCE %						24		27		29		24		23		31	
	AVG. AUD. BY ¼ HR.						2.3	2.5	3.0	3.5	4.7	4.4	4.4	4.5	4.0	4.3	5.7	6.2
	TOTAL AUDIENCE (Households (000) & %)						2,530 3.4		3,500 4.7		5,070 6.8		6,410 8.6		7,080 9.5		5,290 7.1	
	CBS TV						ALL NEW POPEYE HOUR 1 (OP)		ALL NEW POPEYE HOUR 2 (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		TARZAN AND SUPER SEVEN 1	
	AVERAGE AUDIENCE (Households (000) & %)						2,010 2.7		2,830 3.8		4,100 5.5		5,590 7.5		5,960 8.0		4,400 5.9	
	SHARE OF AUDIENCE %						27		29		35		41		43		30	
	AVG. AUD. BY ¼ HR.						2.5	2.9	3.6	4.0	4.9	6.1	7.3	7.8	8.3	7.6	6.2	5.6
NBC TV	TOTAL AUDIENCE (Households (000) & %)						1,940 2.6		2,460 3.3		2,380 3.2		3,430 4.6		3,350 4.5		4,840 6.5	
	BAY CITY ROLLERS (SUS)						ALVIN AND THE CHIPMUNKS		FANTASTIC FOUR		GODZILLA SUPER 90 I		GODZILLA SUPER 90 II		GODZILLA SUPER 90 III (OP)		DAFFY DUCK (OP)	
	AVERAGE AUDIENCE (Households (000) & %)						1,640 2.2		2,010 2.7		2,090 2.8		2,830 3.8		2,980 4.0		3,870 5.2	
	SHARE OF AUDIENCE %						23		21		19		21		22		27	
	AVG. AUD. BY ¼ HR.						1.9	2.5	2.4	3.0	2.6	2.9	3.5	4.1	3.9	4.1	4.9	5.5
	TOTAL AUDIENCE (Households (000) & %)						2,830 3.8		4,100 5.5		5,070 6.8		4,470 6.0		4,400 5.9		5,290 7.1	
	ABC TV						FANGFACE (OP)		SCOOBY'S ALL STARS I (OP)		SCOOBY'S ALL STARS II (OP)		SCOOBY'S ALL STARS III (OP)		CHALLENGE- SUPERFRIENDS 1		CHALLENGE- SUPERFRIENDS 2	
	AVERAGE AUDIENCE (Households (000) & %)						2,160 2.9		3,350 4.5		4,170 5.6		3,950 5.3		3,730 5.0		4,620 6.2	
	SHARE OF AUDIENCE %						28		34		30		26		25		30	
	AVG. AUD. BY ¼ HR.						2.4	3.4	3.8	5.3	5.9	5.3	5.5	5.1	4.7	5.3	6.1	6.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						2,530 3.4		3,500 4.7		5,660 7.6		6,110 8.2		7,600 10.2		5,290 7.1	
	CBS TV						ALL NEW POPEYE HOUR 1 (OP)		ALL NEW POPEYE HOUR 2 (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		TARZAN AND SUPER SEVEN 1	
	AVERAGE AUDIENCE (Households (000) & %)						2,010 2.7		2,830 3.8		4,400 5.9		5,360 7.2		6,110 8.2		4,540 6.1	
	SHARE OF AUDIENCE %						25		26		32		35		39		28	
	AVG. AUD. BY ¼ HR.						2.4	3.1	3.8	3.9	5.1	6.7	7.0	7.4	8.1	8.2	6.3	5.8
	TOTAL AUDIENCE (Households (000) & %)						2,610 3.5		2,830 3.8		3,800 5.1		4,540 6.1		4,250 5.7		5,290 7.1	
	BAY CITY ROLLERS (SUS)						ALVIN AND THE CHIPMUNKS		FANTASTIC FOUR		GODZILLA SUPER 90 I		GODZILLA SUPER 90 II		GODZILLA SUPER 90 III (OP)		DAFFY DUCK (OP)	
	AVERAGE AUDIENCE (Households (000) & %)						2,010 2.7		2,380 3.2		3,130 4.2		3,870 5.2		3,730 5.0		4,320 5.8	
	SHARE OF AUDIENCE %						28		23		23		26		24		27	
	AVG. AUD. BY ¼ HR.						2.5	2.9	2.9	3.5	3.9	4.5	5.3	5.1	4.8	5.2	5.8	5.9
TV HOUSEHOLDS USING TV WK. 1		3.5	4.5	5.6	7.7	9.4	10.7	12.3	13.8	15.0	16.0	17.9	18.6	18.4	18.8	19.5	19.9	
(See Def. 1) WK. 2		4.8	5.8	6.9	8.2	9.8	12.1	13.5	15.9	17.5	19.7	20.2	20.7	20.8	21.4	21.5	21.5	

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

DAY SAT. JUNE 23, 1979

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. JUNE 16, 1979

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	5,220 7.0		3,500 4.7		4,170 5.6		5,070 6.8								10,430 14.0		
	ABC TV	CHALLENGE-SUPERFRIENDS 3 (OP)		BIGFOOT AND WILDBOY		ALL NEW PINK PANTHER (OP)		AMERICAN BANDSTAND '79								U.S. OPEN GOLF-SAT (2:30-8:37PM)		
	AVERAGE AUDIENCE (Households (000) & %)	4,250 5.7		2,910 3.9		3,200 4.3		3,050 4.1	4.0*			4.1*				3,430 4.6	3.1*	
	SHARE OF AUDIENCE %	30		20		23		19	19 *			19 *				18	14 *	
	AVG. AUD. BY 1/4 HR. %	5.8	5.7	4.2	3.6	4.4	4.3	4.0	3.9	4.1		4.2				2.9	3.2	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	4,840 6.5		4,690 6.3		3,580 4.8		4,100 5.5		2,830 3.8		3,730 5.0						
	CBS TV	TARZAN AND SUPER SEVEN 2		TARZAN AND SUPER SEVEN 3 (OP)		SPACE ACADEMY (OP)		FAT ALBERT AND COSBY KIDS (OP)		ARK II (OP)		CBS SAT. FILM FESTIVAL DEATH OF A GANDY DANCER						
	AVERAGE AUDIENCE (Households (000) & %)	3,870 5.2		4,100 5.5		3,050 4.1		3,280 4.4		2,090 2.8		2,760 3.7						
	SHARE OF AUDIENCE %	27		29		22		23		14		18						
	AVG. AUD. BY 1/4 HR. %	5.5	5.0	5.7	5.3	4.1	4.1	4.5	4.3	2.5	3.1	3.4	4.0					
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	4,400 5.9		4,540 6.1		2,980 4.0		2,460 3.3						4,470 6.0	10,580 14.2			
	NBC TV	FRED AND BARNEY SHOW		JETSONS (OP)		BUFORD & GALLOPING GHOST		FABULOUS FUNNIES						(1) (-OP)	NBC MAJOR LEAGUE BASEBALL CALIFORNIA VS DETROIT (2:10-5:00PM)			
	AVERAGE AUDIENCE (Households (000) & %)	3,870 5.2		3,800 5.1		2,380 3.2		2,010 2.7						3,950 5.3	5,140 6.9		6.3*	
	SHARE OF AUDIENCE %	27		26		17		14						26	28		28 *	
	AVG. AUD. BY 1/4 HR. %	5.0	5.5	5.1	5.1	3.1	3.3	2.7	2.8					5.3	5.9	6.1	6.5	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	6,030 8.1		4,690 6.3		4,840 6.5		6,850 9.2										
	ABC TV	CHALLENGE-SUPERFRIENDS 3 (OP)		BIGFOOT AND WILDBOY		ALL NEW PINK PANTHER (OP)		AMERICAN BANDSTAND '79										
	AVERAGE AUDIENCE (Households (000) & %)	5,220 7.0		4,250 5.7		3,870 5.2		3,800 5.1	4.4*			5.9*						
	SHARE OF AUDIENCE %	33		27		26		25	22 *			27 *						
	AVG. AUD. BY 1/4 HR. %	6.9	7.1	5.5	5.9	5.4	5.0	4.0	4.7	5.7		6.0						
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	4,620 6.2		5,140 6.9		4,020 5.4		4,990 6.7		3,580 4.8		4,320 5.8						
	CBS TV	TARZAN AND SUPER SEVEN 2		TARZAN AND SUPER SEVEN 3 (OP)		SPACE ACADEMY (OP)		FAT ALBERT AND COSBY KIDS (OP)		ARK II (OP)		CBS SAT. FILM FESTIVAL THE PROMISE & THE SECRET						
	AVERAGE AUDIENCE (Households (000) & %)	3,800 5.1		4,100 5.5		3,280 4.4		4,100 5.5		2,760 3.7		3,730 5.0						
	SHARE OF AUDIENCE %	24		26		23		27		17		22						
	AVG. AUD. BY 1/4 HR. %	5.4	4.7	5.6	5.4	4.5	4.3	5.4	5.6	3.7	3.7	4.6	5.4					
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	4,690 6.3		4,470 6.0		2,980 4.0		2,910 3.9						3,500 4.7	10,130 13.6			
	NBC TV	FRED AND BARNEY SHOW		JETSONS (OP)		BUFORD & GALLOPING GHOST		FABULOUS FUNNIES						(2) (-OP)	NBC MAJOR LEAGUE BASEBALL SAN FRANCISCO VS CINCINNATI (2:10-5:00PM)			
	AVERAGE AUDIENCE (Households (000) & %)	3,870 5.2		3,650 4.9		2,610 3.5		2,160 2.9						3,200 4.3	4,840 6.5		5.5*	
	SHARE OF AUDIENCE %	25		23		18		15						19	26		24 *	
	AVG. AUD. BY 1/4 HR. %	5.2	5.3	4.9	5.0	3.6	3.4	2.7	3.0					4.3	4.4	5.3	5.8	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	19.2	19.7	19.5	18.2	17.9	18.8	18.7	19.1	18.8	20.2	20.0	20.3	21.2	23.0	23.8	24.5
		WK. 2	21.4	21.3	21.2	21.0	19.8	19.1	19.0	21.3	22.1	22.7	22.4	22.5	22.2	23.1	23.2	23.4

U.S. TV Households: 74,500,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:18PM)

(2) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:19PM)

For explanation of symbols, See page A.

DAY SAT. JUNE 23, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. JUNE 16, 1979

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	<div>U.S. OPEN GOLF-SAT (2:30-6:37PM)</div>															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)		3.7*		3.9*		4.2*		4.9*		5.2*		6.1*		5.8*		
	SHARE OF AUDIENCE AVG. AUD. BY % HR.	3.7	3.7	3.9	3.9	4.0	4.4	4.9	4.8	5.1	5.3	6.0	6.2	5.9	5.7	5.5	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)							6,410 8.6								7,230 9.7	
	CBS TV	<div>CBS SPORTS SPECTACULAR</div>															
	AVERAGE AUDIENCE (Households (000) & %)							3,130 4.2	3.6*		4.1*		5.0*			6,030 8.1	
	SHARE OF AUDIENCE AVG. AUD. BY % HR.							15 3.7	13*	3.7	15*	5.0	18*			24 7.8	8.5
W E E K 1	TOTAL AUDIENCE (Households (000) & %)															6,180 8.3	
	NBC TV	<div>NBC MAJOR LEAGUE BASEBALL CALIFORNIA VS DETROIT (2:10-5:09PM)</div>															
	AVERAGE AUDIENCE (Households (000) & %)		6.5*		6.3*		7.3*		8.0*							4,920 6.6	
	SHARE OF AUDIENCE AVG. AUD. BY % HR.	6.4	6.7	6.3	6.3	7.0	7.6	8.0	8.0	8.4						6.1	7.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)									10,360 13.9							
	ABC TV	<div>ABC WIDE WORLD-SPORTS SAT</div>															
	AVERAGE AUDIENCE (Households (000) & %)									4,890 6.3	5.3*		6.1*		7.4*		
	SHARE OF AUDIENCE AVG. AUD. BY % HR.									21 5.2	19*	5.7	21*	7.6	22*	7.4	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					4,470 6.0				5,890 7.9						7,600 10.2	
	CBS TV	<div>CANADIAN OPEN GOLF-SAT.</div> <div>CBS SPORTS SPECTACULAR</div>															
	AVERAGE AUDIENCE (Households (000) & %)					3,050 4.1	4.1*		4.0*	3,430 4.6	4.5*		4.8*			6,330 8.5	
	SHARE OF AUDIENCE AVG. AUD. BY % HR.					15 4.1	15*	3.9	15*	17 4.8	17*	4.8	17*			24 7.9	9.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)															5,510 7.4	
	NBC TV	<div>NBC MAJOR LEAGUE BASEBALL SAN FRANCISCO VS CINCINNATI (2:10-5:09PM)</div>															
	AVERAGE AUDIENCE (Households (000) & %)		5.8*		6.6*		7.9*		7.1*							4,620 6.2	
	SHARE OF AUDIENCE AVG. AUD. BY % HR.	6.7	6.0	6.5	6.8	7.7	8.0	8.3	8.0							6.2	6.2
TV HOUSEHOLDS USING TV		WK. 1	25.3	25.5	26.2	26.7	26.8	28.0	28.4	28.7	27.8	27.1	27.8	29.4	31.1	33.1	33.7
(See Def. 1)		WK. 2	24.2	24.8	25.3	26.7	27.6	28.3	28.6	27.5	26.9	27.4	28.7	30.5	32.5	33.7	34.8

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

DAY SAT. JUNE 23, 1979

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. JUNE 17, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																	2,240 3.0
	ABC TV																	KIDS ARE PEOPLE TOO I (SUS)
	AVERAGE AUDIENCE (Households (000) & %)																	1,790 2.4
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	15 2.4 2.4
E E K 2	TOTAL AUDIENCE (Households (000) & %)						1,040 1.4		1,340 1.8		1,710 2.3							
	CBS TV						WHAT'S NEW, MISTER MAGOO (OP)		CLUE CLUB (OP)					SUNDAY MORNING				FOR OUR TIMES (SUS)
	AVERAGE AUDIENCE (Households (000) & %)						820 1.1		1,040 1.4		1,040 1.4		1.5*		1.4*		1.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						15 1.0	1.3	14 1.2	1.6	10 1.6	1.4	1.3	1.5	1.4		9* 1.4	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	2,460 3.3
	ABC TV																	KIDS ARE PEOPLE TOO I (SUS)
	AVERAGE AUDIENCE (Households (000) & %)																	2,010 2.7
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	15 2.8 2.7
E E K 2	TOTAL AUDIENCE (Households (000) & %)						1,040 1.4		1,420 1.9		2,310 3.1							
	CBS TV						WHAT'S NEW, MISTER MAGOO (OP)		CLUE CLUB (OP)					SUNDAY MORNING				FOR OUR TIMES (SUS)
	AVERAGE AUDIENCE (Households (000) & %)						820 1.1		1,270 1.7		1,420 1.9		1.5*		2.0*		2.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						15 1.0	1.3	17 1.6	1.8	13 1.4	1.5	1.8	2.2	2.1		13* 2.4	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV						VEGETABLE SOUP II (SUS)											
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
TV HOUSEHOLDS USING TV WK. 1		2.4	2.4	3.5	4.3	5.5	6.8	8.4	8.8	10.4	12.5	13.2	14.5	15.9	16.6	16.3	16.2	
(See Def. 1) WK. 2		2.6	3.1	3.8	4.4	5.3	6.9	8.3	9.7	10.6	12.2	14.4	16.6	17.9	18.5	17.6	18.3	

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

DAY SUN. JUNE 24, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. JUNE 17, 1979

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	2,240 3.0		1,940 2.6		2,310 3.1										12,370 16.6
	KIDS ARE PEOPLE TOO !!!																
	ANIMALS, ANIMALS, ANIMALS (OP)																
	ISSUES AND ANSWERS																
W E E K 1	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{	1,860 2.5		1,560 2.1		1,860 2.5										4,320 5.8
	SHARE OF AUDIENCE %		15		12		13										19
	AVG. AUD. BY ¼ HR. %		2.3	2.6	2.0	2.1	2.6	2.3									4.5
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{			2,910 3.9												
	FACE THE NATION																
	AVERAGE AUDIENCE (Households (000) & %)	{			2,010 2.7												
	SHARE OF AUDIENCE %				16												
W E E K 1	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{								2,680 3.6							
	MEET THE PRESS																
	SHARE OF AUDIENCE %																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	2,760 3.7		2,240 3.0		2,240 3.0										5,220 7.0
	KIDS ARE PEOPLE TOO !!!																
	ANIMALS, ANIMALS, ANIMALS (OP)																
	ISSUES AND ANSWERS																
W E E K 2	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{	2,240 3.0		1,940 2.6		1,710 2.3										2,010 2.7
	SHARE OF AUDIENCE %		16		14		12										9
	AVG. AUD. BY ¼ HR. %		2.9	3.2	2.6	2.6	2.4	2.3									2.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			2,680 3.6												
	FACE THE NATION																
	AVERAGE AUDIENCE (Households (000) & %)	{			2,160 2.9												
	SHARE OF AUDIENCE %				16												
W E E K 2	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{								3,200 4.3							
	MEET THE PRESS																
	RELIGIOUS SERIES (SUS)																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{								2,530 3.4							
	SHARE OF AUDIENCE %									18							
	AVG. AUD. BY ¼ HR. %									3.6	3.2						
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	16.6	17.4	18.1	19.2	19.4	19.2	20.0	20.2	21.7	22.6	23.4	25.2	25.9	27.9	29.1	29.5
	WK. 2	18.4	18.7	19.0	19.2	19.6	19.6	19.9	20.2	20.9	21.8	23.1	24.6	26.8	28.6	29.0	28.7

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

DAY SUN. JUNE 24, 1979

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. JUNE 17, 1979

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	5.0	5.3*	5.5	6.1	6.3	6.2	5.7	5.2	5.2	5.6	5.9	5.9	6.2	6.4	6.4	6.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	5.0	5.3*	5.5	6.1	6.3	6.2	5.7	5.2	5.2	5.6	5.9	5.9	6.2	6.4	6.4	6.2
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	5.0	5.3*	5.5	6.1	6.3	6.2	5.7	5.2	5.2	5.6	5.9	5.9	6.2	6.4	6.4	6.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	5.0	5.3*	5.5	6.1	6.3	6.2	5.7	5.2	5.2	5.6	5.9	5.9	6.2	6.4	6.4	6.2
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	5.0	5.3*	5.5	6.1	6.3	6.2	5.7	5.2	5.2	5.6	5.9	5.9	6.2	6.4	6.4	6.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	5.0	5.3*	5.5	6.1	6.3	6.2	5.7	5.2	5.2	5.6	5.9	5.9	6.2	6.4	6.4	6.2
TV HOUSEHOLDS USING TV		WK. 1	29.5	29.9	30.2	30.8	30.0	29.8	29.7	29.6	29.4	30.3	31.0	32.1	32.9	34.6	35.8
(See Def. 1)		WK. 2	28.9	29.9	30.8	31.6	31.5	31.4	31.8	33.2	34.6	36.5	36.6	36.6	37.1	37.5	37.9

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

DAY SUN. JUNE 24, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2								
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS			
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %					
EVENING MONDAY																				
ABC ABC MONDAY NIGHT BASEBALL	1	8.00-10.03PM	-GRID 10.00	16,990	22.8	9,240	12.4	23	14.4											
ABC ABC NEWS SPECIAL REPORT(SUS)	1	10.13-10.18PM	10.00																	
ABC BASEBALL FILL 1(SUS)	1	10.03-11.00PM	10.00																	
ABC BASEBALL FILL 2(SUS)	2	10.50-10.53PM	10.45																	
ABC SPORTS FILL 1(SUS)	2	10.54-11.00PM	10.45																	
ABC SPORTS FILL 2(SUS)	2	10.45-11.00PM	10.45																	
CBS M*A*S*H	2	9.47-10.17PM	-GRID 10.15							17,810	23.9	14,530	19.5	34	20.8					
CBS LOU GRANT	2	10.17-11.17PM	-GRID 11.00 11.15							18,100	24.3	13,260	17.8	33		18.0 14.8				
NBC NBC MONDAY NIGHT MOVIES	2	9.43-11.43PM	-GRID 11.00 11.15 11.30							21,230	28.5	13,040	17.5	33		18.5 19.1 17.3				
NBC PROMO FILL(SUS)	1	10.50-11.00PM	10.45												18.8*	39*				

EVENING TUESDAY																	
CBS FEATURETTE(SUS)	2	10.48-11.00PM	10.45														
EVENING WEDNESDAY																	
CBS CBS WEDNESDAY NIGHT MOVIE	1	9.00-11.08PM	→GRID 11.00	16,020	21.5	9,310	12.5	24	14.3								
EVENING THURSDAY																	
NBC NBC NEWS SPECIAL RPT-THU(SUS)	1	10.53-11.00PM	10.45														
EVENING SATURDAY																	
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	11,100	14.9	11,100	14.9	32	14.9		12,140	16.3	12,140	16.3	34	16.3	
ABC ABC WEEKEND REPORT-SAT.		11.00-11.15PM	11.00	4,400	5.9	4,250	5.7	13	5.7		5,510	7.4	5,360	7.2	16	7.2	
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	6,480	8.7	6,480	8.7	21	8.7		7,150	9.6	7,150	9.6	22	9.6	
NBC NBC NEWS UPDATE-SAT.		8.58- 8.59PM	8.45	11,250	15.1	11,250	15.1	36	15.1		9,540	12.8	9,540	12.8	29	12.8	
NBC SATURDAY NIGHT	1	11.30-12.46AM	11.30	13,560	18.2	8,570	11.5	38	12.6		14,530	19.5	9,090	12.2	37	13.7	
	2	11.30-12.47AM	11.30 11.45 12.00 12.15 12.30 12.45				12.6* 11.7 11.5*	37* 39*	12.6 11.3 9.3 8.8					13.3* 12.1*	36* 37*	12.9 12.8 11.5 10.6 10.1	
EVENING SUNDAY																	
ABC ABC NEWSBRIEF-SUN.		8.58- 8.59PM	8.45	6,710	9.0	6,710	9.0	18	9.0		9,390	12.6	9,390	12.6	24	12.6	
ABC ABC SUNDAY NIGHT MOVIE CONT'D	1	9.00-11.20PM	→GRID	23,540	31.6	12,890	17.3	34									

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING SUNDAY-CONT'D																			
ABC ABC SUNDAY NIGHT MOVIE-CONT'D																			
			11.15					18.1*	41*	17.5									
CBS NEWSBREAK-SUN.		8.58- 8.59PM	8.45	11,100	14.9	11,100	14.9	30	14.9		13,040	17.5	13,040	17.5	33	17.5			
NBC NBC NEWS UPDATE-SUN.	1	9.08- 9.09PM	9.00	11,700	15.7	11,700	15.7	30	15.7										
	2	9.06- 9.07PM	9.00								10,950	14.7	10,950	14.7	27	14.7			
NBC NBC LATE NIGHT MOVIE	1	11.30- 2.00AM	→GRID	4,770	6.4	1,940	2.6	14											
	2	11.30- 1.35AM	→GRID								4,990	6.7	2,460	3.3	15				
			12.45					2.7*	15*	2.7				3.0*	15*	2.8			
			1.00							2.8						2.5			
			1.15					2.5*	19*	2.3				2.5*	17*	2.4			
			1.30							1.6						1.9			
			1.45					1.5*	16*	1.3									
EVENING MONDAY-FRIDAY																			
ABC ABC NEWSBRIEF-M-F		>	8.15	10,730	14.4	10,730	14.4	27	6.2	M-F	10,430	14.0	10,430	14.0	26	7.3	M-F		
			9.45						18.2	TU-TH						17.7	TU-TH		
			10.30						11.0	MON.									
			10.45													9.6	MON.		
ABC HOMAGE FOR THE DUKE(SUS)	1	11.30-12.00MD	11.30																
ABC POLICE STORY-MON.	1	11.30-11.43PM	11.30	5,290	7.1	3,650	4.9	19	5.7	MON.									

			1 11.48-12.26AM														
			1 12.31-12.35AM														
			2 11.30-12.36AM	11.30							7,380	9.9	4,690	6.3	23	5.1	MON.
				11.45		5.3*	18*	4.9	MON.					5.7*	17*	6.4	MON.
				12.00				4.7	MON.							6.8	MON.
				12.15		4.6*	19*	4.4	MON.							6.9	MON.
				12.30				4.3	MON.							6.1	MON.
ABC POLICE WOMAN	2	11.30-12.37AM	11.30								7,150	9.6	4,990	6.7	24	7.9	WED.
			11.45											7.3*	23*	6.7	WED.
			12.00													6.5	WED.
			12.15											6.3*	25*	6.2	WED.
			12.30													5.2	WED.
ABC SALT II VIENNA SUMMIT(S)	1	11.30-12.00MD	11.30	5,440	7.3	4,020	5.4	18	5.9	WED.							
			11.45						4.8	WED.							
ABC SOAP	2	11.30-12.03AM	11.30								5,590	7.5	4,540	6.1	18	6.5	FRI.
			11.45													6.0	FRI.
			12.00													4.8	FRI.
ABC SPECIAL REPORT I(SUS)	1	11.43-11.48PM	11.30							MON.							
ABC STARKY AND HUTCH-11:30	2	11.30-12.38AM	11.30								7,080	9.5	5,140	6.9	23	7.1	THU.
			11.45											7.0*	21*	7.0	THU.
			12.00													7.3	THU.
			12.15											7.0*	25*	6.8	THU.
			12.30													5.8	THU.
ABC TUESDAY MOVIE OF THE WEEK	2	11.30-12.41AM	11.30								8,120	10.9	5,440	7.3	26	7.4	TUE.
			11.45											7.3*	23*	7.2	TUE.
			12.00													7.4	TUE.
			12.15											7.5*	29*	7.6	TUE.
CONT'D																	

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OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																			
ABC TUESDAY MOVIE OF THE WEEK-CONT'D																7.1	TUE.		
ABC U.S. OPEN GOLF-FRI.(S)	1	11.30-12.00MD	11.30	4,620	6.2	3,800	5.1	15	5.6	FRI.									
			11.45						4.7	FRI.									
ABC U.S. OPEN GOLF-THU.(S)	1	11.30-11.45PM	11.30	5,360	7.2	5,140	6.9	19	6.9	THU.									
ABC STARKY AND HUTCH-11:30	1	11.45-12.52AM	11.45	6,780	9.1	4,400	5.9	23	5.7	THU.									
			12.00						6.1	THU.									
			12.15						6.1*	23*									
			12.30						5.9	THU.									
			12.45						5.1	THU.									
ABC BARETTA	1	12.00- 1.00AM	12.00	4,100	5.5	2,830	3.8	15	3.8	FRI.									
	2	12.03- 1.06AM	12.00									3,730	5.0	2,380	3.2	14	3.5	FRI.	
			12.15						3.9*	14*						3.4*	13*	3.3	FRI.
			12.30						3.6	FRI.								3.1	FRI.
			12.45						3.6*	15*						3.1*	14*	3.2	FRI.
			1.00						3.7	FRI.								3.0	FRI.
ABC POLICE WOMAN	1	12.00- 1.07AM	12.00	4,840	6.5	3,200	4.3	21	4.2	WED.									
			12.15						4.3*	18*									
			12.30						4.4	WED.									
			12.45						4.5*	24*									

			1.00						4.1	WED.									
ABC TUESDAY MOVIE OF THE WEEK	1	12.00- 1.11AM	12.00	5,510	7.4	2,910	3.9	17	5.4	TUE.									
			12.15						4.7*	18*									
			12.30																
			12.45						3.4*	17*									
			1.00						3.3	TUE.									
ABC SPECIAL REPORT 2(SUS)	1	12.26-12.31AM	12.15						3.3	TUE.									
ABC MANNIX-THURS.	2	12.38- 1.15AM	12.30							MON.									
			12.45									4,100	5.5	3,280	4.4	21	4.8	THU.	
			1.00													4.6*	21*	4.4	THU.
ABC MANNIX-WED.	2	12.37- 1.24AM	12.30									3,730	5.0	3,050	4.1	24	4.3	WED.	
			12.45													4.2*	22*	4.1	WED.
			1.00															4.0	WED.
			1.15													3.9*	26*	3.9	WED.
ABC TUESDAY MOVIE-WEEK PART 2	2	12.41- 1.25AM	12.30									5,660	7.6	4,840	6.5	37	7.0	TUE.	
			12.45															6.6	TUE.
			1.00															6.6	TUE.
			1.15													6.5*	40*	6.3	TUE.
ABC MANNIX-THURS.	1	12.52- 1.31AM	12.45	3,500	4.7	2,530	3.4	21	4.0	THU.									
			1.00						3.7	THU.									
			1.15						3.3*	21*									
			1.30						2.9	THU.									
ABC MANNIX-WED.	1	1.07- 1.43AM	1.00	3,050	4.1	2,610	3.5	28	3.4	WED.									
			1.15						3.6*	27*									
			1.30						3.8	WED.									
ABC TUESDAY MOVIE-WEEK PART 2	1	1.11- 2.00AM	1.00	2,610	3.5	2,090	2.8	21	3.4	WED.									
CONT'D									3.1	TUE.									

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DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2					
				TOTAL AUDIENCE		AVERAGE AUDIENCE			TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
EVENING MONDAY-FRIDAY-CONT'D															
ABC TUESDAY MOVIE-WEEK PART 2-CONT'D			1.15						2.9 TUE.						
			1.30						2.8 TUE.						
			1.45					2.7* 22*	2.5 TUE.						
CBS NEWSBREAK-M-F		>	8.45	8,940	12.0	8,940	12.0	24	11.6 M-F	9,010	12.1	9,010	12.1	24	12.1 M-F
			9.00						13.5 TUE.						
CBS LATE MOVIE I		>	~GRID	7,900	10.6	5,360	7.2	27	M-F	8,050	10.8	5,440	7.3	28	M-F
			11.45					8.9* 26*	8.8 MTUTHF					8.4* 26*	8.3 TU-F
			12.00						6.9 MTUWF					7.5* 29*	7.5 MTUWF
			12.15					6.9* 27*	6.6 MTUWF					7.5* 29*	6.8 MTUWF
			12.30						6.0 MTUWF					5.5* 28*	6.5 MTUWF
			12.45					3.9* 21*	3.8 MTUWF					5.5* 28*	5.7 MTUWF
			1.00						3.9 WED.					5.9 MON.	5.9 MON.
			1.15						3.2 WED.					5.8* 36*	5.7 MON.
CBS YOUR TURN: LTRS CBS NEWS(S)	1	11.39-12.09AM	11.30	5,140	6.9	4,020	5.4	19	6.1 WED.						
			11.45						5.4 WED.						
			12.00						5.0 WED.						
CBS CBS NEWS SPEC.RPT:SALT II(S)	2	11.47-12.17AM	11.45							6,330	8.5	4,920	6.6	21	7.6 MON.
			12.00												5.9 MON.
			12.15												5.0 MON.

CBS LATE MOVIE II		>	12.00	4,250	5.7	3,430	4.6	27	7.9 M-F	4,100	5.5	3,200	4.3	24	6.3 M-F
			12.15					7.3* 29*	7.0 THU.					5.5* 20*	5.0 THU.
			12.30						5.5 MTUTHF					4.9	4.9 TU-F
			12.45					6.0* 31*	5.2 MTUTHF					4.9* 22*	4.5 TU-F
			1.00						4.6 MTUWF					4.2	4.2 M-F
			1.15					4.4* 28*	3.8 MTUWF					3.8* 24*	3.8 M-F
			1.30						2.2 WED.					4.2	4.2 MON.
			1.45					2.3* 23*	2.3 WED.					4.0* 34*	3.8 MON.
			2.00						2.0 WED.					3.5	3.5 MON.
NBC NBC NEWS UPDATE-M-F		8.58- 8.59PM	8.45	8,270	11.1	8,270	11.1	22	11.1 M-F	8,490	11.4	8,490	11.4	23	11.4 M-F
NBC NBC NEWS SPECIAL RPT-TUE(SUS)	1	11.30-12.00MD	11.30						TUE.						
NBC TONIGHT SHOW		>	~GRID	10,130	13.6	6,030	8.1	31	M-F	10,060	13.5	5,660	7.6	29	M-F
			11.45					9.9* 31*	9.8 MTWTHF					9.6* 30*	9.1 TU-F
			12.00						8.9 M-F					8.2	8.2 M-F
			12.15					8.2* 32*	7.4 M-F					7.9* 30*	7.2 M-F
			12.30						6.4 M-F					6.4	6.4 M-F
			12.45					6.1* 30*	6.5 M-F					6.3* 32*	6.6 M-F
			1.00						5.0 TUE.					3.6	3.6 MON.
			1.15						4.9 TUE.					3.4* 23*	3.2 MON.
			1.30											3.1	3.1 MON.
NBC MIDNIGHT SPECIAL		1.00- 2.30AM	1.00	6,710	9.0	3,650	4.9	36	6.7 FRI.	5,890	7.9	2,980	4.0	28	5.4 FRI.
			1.15					6.2* 36*	5.8 FRI.					5.1* 29*	4.8 FRI.
			1.30						5.2 FRI.					4.0	4.0 FRI.
			1.45					5.1* 39*	5.0 FRI.					3.9* 27*	3.7 FRI.
			2.00						3.8 FRI.					3.1* 27*	3.4 FRI.
			2.15					3.4* 32*	3.0 FRI.						2.9 FRI.
NBC NBC NEWS REPORT(SUS)	1	1.00- 1.09AM	1.00						MON.						

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				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY-FRIDAY-CONT'D																	
NBC TOMORROW SHOW		>	-GRID	2,610	3.5	1,860	2.5	20		M-TH	3,050	4.1	2,240	3.0	22		M-TH
			1.15				2.8*	20*	2.6	MWTH				3.8*	23*	3.4	TU-TH
			1.30						2.3	M-TH						2.4	M-TH
			1.45				2.2*	19*	2.1	M-TH							
			2.00						2.3	TUE.						2.0	MON.
			2.15											1.8*	22*	1.6	MON.
DAY MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF- 1.58PM(SUS)		1.58- 1.59PM	1.45							M-F							M-F
CBS CAPTAIN KANGAROO	2	>	-GRID								3,580	4.8	2,310	3.1	18		M-F
			8.15											2.7*	17*	2.9	TU-F
			8.30													3.3	M-F
			8.45											3.5*	20*	3.7	M-F
CBS CBS NEWS SPECIAL REPORT(S)	2	8.00- 8.35AM	8.00								2,090	2.8	1,640	2.2	20	2.1	MON.
			8.15											2.2*	20*	2.3	MON.
			8.30													2.1	MON.
CBS CBS LATE MORNING NEWS		10.54-11.00AM	10.45	3,500	4.7	3,050	4.1	21	4.1	M-F	4,170	5.6	3,580	4.8	22	4.8	M-F
NBC NBC NEWS UPDATE-10.58AM(SUS)		10.58-10.59AM	10.45							M-F							M-F
NBC NBC NEWS UPDATE-11.58AM(SUS)		11.58-11.59AM	11.45							M-F							M-F
NBC NBC NEWS UPDATE-12.58PM(SUS)		12.58-12.59PM	12.45							M-F							M-F

DAY SATURDAY

ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.29AM	8.15	2,010	2.7	1,940	2.6	24	2.6		2,830	3.8	2,610	3.5	30	3.5
ABC SCHOOLHOUSE ROCK-8.57AM		8.57- 9.00AM	8.45	2,830	3.8	2,760	3.7	28	3.7		4,250	5.7	3,950	5.3	37	5.3
ABC SCHOOLHOUSE ROCK-9.56AM		9.56- 9.59AM	9.45	3,650	4.9	3,500	4.7	25	4.7		3,730	5.0	3,580	4.8	23	4.8
ABC SCHOOLHOUSE ROCK-11.26AM		11.26-11.29AM	11.15	4,020	5.4	3,730	5.0	26	5.0		4,770	6.4	4,620	6.2	29	6.2
ABC SCHOOLHOUSE ROCK-12.26PM		12.26-12.29PM	12.15	2,910	3.9	2,760	3.7	20	3.7		3,280	4.4	3,200	4.3	22	4.3
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,240	3.0	2,090	2.8	26	2.8		2,530	3.4	2,380	3.2	26	3.2
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	3,200	4.3	2,980	4.0	29	4.0		3,050	4.1	2,910	3.9	25	3.9
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	4,840	6.5	4,690	6.3	39	6.3		5,290	7.1	5,070	6.8	35	6.8
CBS IN THE NEWS- 9.59AM		9.59-10.02AM	9.45	6,180	8.3	5,960	8.0	43	7.8		5,890	7.9	5,660	7.6	37	7.4
			10.00						8.1							7.7
CBS IN THE NEWS-10.26AM		10.26-10.29AM	10.15	5,810	7.8	5,220	7.0	37	7.0		6,480	8.7	5,890	7.9	37	7.9
CBS IN THE NEWS-11.33AM		11.33-11.36AM	11.30	4,540	6.1	4,250	5.7	29	5.7		4,320	5.8	4,170	5.6	26	5.6
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,100	5.5	3,800	5.1	28	5.1		4,100	5.5	3,870	5.2	25	5.2
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	3,050	4.1	2,910	3.9	21	3.9		3,650	4.9	3,350	4.5	24	4.5
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	2,980	4.0	2,760	3.7	19	3.7		4,100	5.5	4,020	5.4	25	5.4
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	2,310	3.1	2,310	3.1	15	3.1		2,830	3.8	2,680	3.6	16	3.6
NBC METRIC MARVELS-10.27AM		10.27-10.29AM	10.15	3,350	4.5	3,130	4.2	23	4.2		3,650	4.9	3,650	4.9	23	4.9
NBC METRIC MARVELS-10.57AM		10.57-10.59AM	10.45	3,950	5.3	3,950	5.3	27	5.3		4,100	5.5	4,020	5.4	25	5.4
NBC METRIC MARVELS-11.57AM		11.57-11.59AM	11.45	3,580	4.8	3,500	4.7	25	4.7		3,650	4.9	3,350	4.5	21	4.5
NBC NBC MAJOR LEAGUE PRE GAME	1	2.00- 2.18PM	-GRID	4,470	6.0	3,950	5.3	26								
	2	2.00- 2.19PM	-GRID								3,500	4.7	3,200	4.3	19	
CONT'D																

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OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SATURDAY-CONT'D																	
NBC NBC MAJOR LEAGUE PRE GAME-CONT'D			2.15						5.6							4.3	
DAY SUNDAY																	
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	1,860	2.5	1,640	2.2	13	2.2		2,090	2.8	1,790	2.4	13	2.4	
ABC NASL CHAMP. SOCCER-SUN	2	2.30- 4.32PM	4.30								5,220	7.0	2,010	2.7	9		
CBS IN THE NEWS- 8.26AM-SUN.		8.26- 8.29AM	8.15	1,120	1.5	1,040	1.4	18	1.4		1,120	1.5	970	1.3	16	1.3	
CBS IN THE NEWS- 8.56AM-SUN.		8.56- 8.59AM	8.45	1,190	1.6	1,190	1.6	16	1.6		1,340	1.8	1,270	1.7	16	1.7	